



COMPETENCY: EXECUTIVE ADVISEMENT
INDUSTRY: NOT-FOR-PROFIT

CASE STUDY

THE CLIENT

A start-up social enterprise sponsored by two local not-for-profit agencies.

THE CHALLENGE

The Principals were given a six week timeline to validate assumptions made for the business model relative to potential services delivered, skill sets required and market pricing. If possible they were to identify any potential partners to work with in year one.

THE APPROACH

The Osborne Principals conducted an environmental scan in the market, interviewing other IT service providers and clients with IT departments. Concurrently, they referred others to a cloud based questionnaire for anonymous feedback.

THE RESULT

The project identified both opportunities outside of the assumptions and challenges within. It demonstrated clear market receptivity for the enterprise and kick-started discussions with a large financial institution on a partnership program.